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# CHIPMUNK COFFEE & TEA

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Coffee Shop



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# Element 1

## Company Overview

*Want a place you can sit and chat with a friend? How about somewhere to casually get some work done? Maybe you need a place to just sit back and relax. Well Chipmunk Coffee & Tea is the place for you!*

*Enjoy a beverage from our large selection of coffees, cappuccinos, lattes, mochas, and frappes. Coffee not your thing? Not a problem, here at Chipmunk Coffee & Tea we offer juices, soft drinks, an assortment of teas and freshly made milkshakes and smoothies.*

*Hungry? Don't worry, we offer fresh cut sandwiches and fresh soup made daily and from scratch. We also offer freshly baked pastries, numerous flavors of Perry's ice cream, and flavored ice as well. We even offer a unique taste of our hometown, try our Turkish Coffee and Turkish Delights because you DEFINITELY won't be able to anywhere else.*

*Every day we offer a special so make sure not to miss it!*

*Conveniently located in Viaport Rotterdam, we have hardwood furniture for seating and calm relaxing music to help fit the ambiance we wish to create here at Chipmunk Coffee & Tea.*

*Whether you are just coming in to pick something up or you are planning to sit for hours, make sure to try out Chipmunk Coffee & Tea! Think we are too good to be true? Follow us on Facebook @chipmunkcoffee where we have a perfect 5-star rating! We promise you won't be disappointed.*

## **Mission Statement**

*The mission of Chipmunk Coffee & Tea is to create that perfect local coffee shop environment that you always see in the movies. A calming and relaxed atmosphere where you can not only feel at peace, but where you can feel like you are at home. There is nothing we value more than hospitality. We want you to feel to not only feel comfortable here at Chipmunk Coffee & Tea, but we want all your worries to fade away so you can truly relax and get the break you've been needing for so long.*

## **Vision**

*To not only offer you great beverages, food, and service, but to let you become a part of our family. Customer satisfaction should be the priority of any business even more so than financial objectives of the business. If the customers are happy, everything else will fall into place.*

## **Our Values**

*Hospitality – There is nothing we value more than making our customers feel at home. We make sure that all our employees are extremely friendly and a customer should not only feel comfortable striking up a conversation, but should also enjoy it.*

*Customer Satisfaction – This goes hand in hand with hospitality. Our customers are our highest priority and we wish to make your experience here as enjoyable as possible. We are open to any feedback, criticism, or suggestions to make a customer's experience more pleasant.*

*Kindness – All of our employees are picked based on whether or not we feel their personality is not only kind, but friendly, warm, and welcoming as well. We wish that customers treat our employees and other customers in a similar matter in order to create the best experience for everyone.*

*Quality – We pride ourselves on being a business that makes nearly every using fresh products. Baked goods are made by us, coffee is brewed fresh, and ingredients for soup and sandwiches are all fresh as well (no frozen or prepackaged ingredients!) The exception to this is our bottled drinks offered in our cooler, our assortment of Perry's Ice cream flavors, and the Italian ice we offer. We wish to offer you the best products we can for a reasonable price.*

## Marketing Goals

### Nonfinancial Goals

- Create and maintain a website with hours and a menu updated daily with specials
- Increase awareness for our business and gain not only more customers, but more regular customers as well
- Increase the number of employees we have working in general and at any given time as well
- Maintain our extremely high customer satisfaction rating on Facebook
- Rather than having an open-faced facility, invest in closing off our store from the rest of the mall using glass walls to allow for a more soothing and relaxed ambiance separated from the hustle and commotion of the rest of the mall
- Have Wi-Fi available to all of our customers so that they have the option to surf the web, go on social media, or get work done using the internet at our location.
- Increase our hours from 9 a.m. – 9 p.m. to 8 a.m. – 9 p.m. on weekdays and from 9 a.m. – 9 p.m. to 9 a.m. – 10 p.m. on Fridays and Saturdays.
- Become the most popular local coffee shop in Schenectady within the next 4 years.
- Develop a stronger customer loyalty program than the one we have currently (a free cup of coffee after purchasing seven) that includes deals on more than just coffee.

### Financial Goals

- Increase our annual sales to \$550,000 within the next 2 years (the national average according to the Small Business Administration) and then to \$600,000 in the following 5 years.
- Increase our daily sales of coffee from about 50 cups a day to 200 cups a day within the next 7 years.
- Save up enough money to open a second location that is: bigger, a stand-alone shop (not within a mall), in a more popular location, and has a drive through so that customers going to and coming from work can get some coffee on the go more easily.

## Element 2

### SWOT Analysis

Location of Factor	Type of Factor	
	Favorable	Unfavorable
Internal	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>● Staff is highly praised</li> <li>● Located within a mall</li> <li>● Fairly low prices for specialty products</li> <li>● Offer Catering Service</li> <li>● Sell more than just coffee</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>● Mall is currently quite unpopular and has few stores</li> <li>● Inconvenient location for getting something “to go”</li> <li>● Brand new business still building a reputation and customer base</li> </ul>
External	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Mall is currently in the process of being revamped</li> <li>● The only local coffee shop within the town of Rotterdam</li> <li>● State Offices are going to move into part of the mall providing a steady flow of customers</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● Competitors</li> <li>● Possible changes in Travel Ban policy</li> </ul>

### Strengths

Our staff at Chipmunk Coffee & Tea is already being praised on websites such as Facebook and Yelp for being extremely kind, welcoming, and hospitable.

We are located within a mall which could be extremely beneficial if the revamp is successful.

Considering the fact that we are a brand-new business and that we deal in specialty coffee, tea, and pastry products, our prices are comparable to those of competitors in the area.

We offer a catering service for customers who wish to have our pastries at whatever event they are holding. Many coffee shops do not offer this kind of a service which puts us at an advantage because we can appeal to this additional target market.

Many coffee shops in the area deal strictly with coffee and tea. We offer not only coffee and tea, but pastries, ice cream, smoothies, milkshakes, Italian ice, sandwiches, soups, and soft drinks. This means customers can use our store not only to get coffee, but also to get breakfast, lunch, and dessert as well.

## **Weaknesses**

*The mall in which we are located has been losing numerous key vendors and is currently still seen as being unsuccessful despite the small successes that have already resulted from the revamping process. However, if the revamp does not continue to go as planned, we will most likely struggle to keep customers solely because of our location and association with the mall.*

*Many people who are frequent purchasers of coffee like to buy it on their way to and from work. Since we are located within a mall, it is hard for customers to come in, order something, and leave quickly. This means we lose a lot of customers that typically shop at coffee shops and unless we open another location that is more convenient for customers, we will most likely never reach this target market.*

*Chipmunk Coffee & Tea is still a relatively new business having been open for only a little over a year. We have to work seven days a week in order to keep the business running as we work at building a strong customer base. Many local coffee shops in the area have been around for years and have had the time to build up a customer base and now we have to compete with them for their customers.*

## **Opportunities**

*If the mall revamp is as successful as it is planned to be, we will be one of the first businesses to enter the mall after its downfall. This means we will not have to compete for the prime shop fronts because we will already be located within the mall once it gains popularity.*

*There are numerous coffee shops located in Schenectady which isn't far from Rotterdam at all. However, the fact that we are the ONLY local coffee shop in the town is a pretty big deal because customers who don't have cars or don't wish to travel far will have no other option when it comes to local coffee shops in town.*

*It has already been confirmed that a department of the state are planning on moving offices into the mall. This means that we will have a constant source of customers who could purchase coffee, breakfast, and lunch Monday through Friday.*

## **Threats**

*Although we have no competitors in town, there are four major competitors in the Schenectady area each with their own fairly large customer base. It will be hard for us to compete with these establishments seeing as they already have their customer base and we are just now in the process of building our own.*

Considering both owners are from Turkey and both are Muslim, if there are any changes involving the Travel Ban that Trump enacted the business will fall through considering the fact that they are currently the only employees of the shop and run all aspects of it.

## Element 3

### Competitor Analysis

Competitor 1	The Happy Cappuccino	
Location	185 Jay Street, Schenectady, New York 12305	
Time in Business	Been in business for 6 years	
Growth	Opened a second location at the Crossgates mall in Albany, 2015	
Market Share	N/A	
Products	Specialty coffee, tea, smoothies, scones, cookies, bagels, wraps.	
Services	Dine in seating, live music, outdoor seating	
Pricing	Very good prices	
Media	Website: Not working Facebook: Villa Italia Yelp: <a href="https://www.yelp.com/biz/the-happy-cappuccino-schenectady">https://www.yelp.com/biz/the-happy-cappuccino-schenectady</a> Trip Advisor: <a href="https://www.tripadvisor.com/Restaurant_Review-g48572-d4814479-Reviews-The_Happy_Cappuccino-Schenectady_New_York.html">https://www.tripadvisor.com/Restaurant_Review-g48572-d4814479-Reviews-The_Happy_Cappuccino-Schenectady_New_York.html</a>	
Promotion	Encourages new customers by bringing in local musicians and is in extremely well-traversed locations.	
<b>Strengths</b>		<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Location</li> <li>• Live Music</li> <li>• Atmosphere</li> </ul>		<ul style="list-style-type: none"> <li>• Business hours</li> <li>• Lots of competition in immediate area</li> <li>• Relatively small menu</li> </ul>
<b>Opportunities</b>		<b>Threats</b>
<ul style="list-style-type: none"> <li>• Recent growth suggests noteworthy success and profits</li> <li>• Casino might bring in more customers</li> </ul>		<ul style="list-style-type: none"> <li>• Introduction of Casino might drive out local businesses</li> </ul>

The Happy Cappuccino is definitely our most direct competitor in the sense that their primary focus is on specialty coffee. They have good reviews online, just recently opened a second location, and offer good coffee for a good price. Both of their locations are fantastic for foot traffic and their customers like the ambiance and environment of the coffee shop.



However, we offer a much larger selection of beverages and baked good and we offer dessert and sandwiches which they do not. Our baked goods are also homemade and our coffee is roasted by us. Being open much later in the afternoon, we receive a large group of customers that they do not who like to wind down at a café rather than only start their day with one.

Their prime location, although helpful for attracting customers, also has some downsides. There is a competitor up the street and another just around the corner. They are also very close to the site of the soon to be Rivers Casino which could either hurt or help them. The casino could bring in customers, however, it could also take away the business from other local businesses. Being further away, we are much less likely to be completely shut out by the casino if it does end up hurting local businesses.

<b>Competitor 2</b>	<b>Ambition Coffee &amp; Eatery</b>	
<b>Location</b>	154 Jay Street, Schenectady, New York 12305	
<b>Time in Business</b>	Been in business for 17 years	
<b>Growth</b>	N/A	
<b>Market Share</b>	N/A	
<b>Products</b>	Soup, salads, sandwiches, limited specialty coffees	
<b>Services</b>	Dine in seating, reservations, delivery, catering, and outdoor seating	
<b>Pricing</b>	Very good prices	
<b>Media</b>	Website: N/A Facebook: Villa Italia Yelp: <a href="https://www.yelp.com/biz/the-happy-cappuccino-schenectady">https://www.yelp.com/biz/the-happy-cappuccino-schenectady</a> Trip Advisor: <a href="https://www.tripadvisor.com/Restaurant_Review-g48572-d4814479-Reviews-The_Happy_Cappuccino-Schenectady_New_York.html">https://www.tripadvisor.com/Restaurant_Review-g48572-d4814479-Reviews-The_Happy_Cappuccino-Schenectady_New_York.html</a>	
<b>Promotion</b>	Is in an extremely well-traversed location.	
<b>Strengths</b>	<ul style="list-style-type: none"> <li>• Location</li> <li>• Atmosphere</li> </ul>	<b>Weaknesses</b>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Casino might bring in more customers</li> </ul>	<ul style="list-style-type: none"> <li>• Business Hours</li> <li>• Size</li> <li>• Lots of competition in immediate area</li> </ul>
		<b>Threats</b>
		<ul style="list-style-type: none"> <li>• Introduction of Casino might drive out local businesses</li> </ul>

Ambition Coffee & Eatery shares many characteristics with The Happy Cappuccino: location, atmosphere, risk involved with the casino, and nearby competition. However, Ambition Coffee & Eatery has a menu more focused on lunch rather than coffee, breakfast, or dessert. However, they do offer some specialty coffees and have a similar environment to that of a coffee shop or bakery and it is because of this that they are listed as one of our top competitors. Again, similar to the Happy

Capuccino, they lose late afternoon customers and do not offer as large a selection of baked goods and desserts as we do. Their location is also quite small, however, we currently have an even smaller location.

<b>Competitor 3</b>	<b>Villa Italia Bakery</b>	
<b>Location</b>	226 Broadway, Schenectady, New York 12305	
<b>Time in Business</b>	Been in business for 45 years	
<b>Growth</b>	Part of a larger chain of restaurants that has slowly been expanding	
<b>Market Share</b>	N/A	
<b>Products</b>	Cakes, Italian pastries, gelato, tea, coffee (non-specialty)	
<b>Services</b>	Dine in seating, catering, customized orders	
<b>Pricing</b>	Price borders between average and high-end depending on what products/services are being purchased.	
<b>Media</b>	Website: <a href="http://www.villaitaliabakery.com/default.aspx">http://www.villaitaliabakery.com/default.aspx</a> Instagram: @villaitaliabakeryny Facebook: Villa Italia YouTube: TorroneTV Yelp: <a href="https://www.yelp.com/biz/villa-italia-schenectady-3">https://www.yelp.com/biz/villa-italia-schenectady-3</a> Twitter: @Villa_ItaliaNY Trip Advisor: <a href="https://www.tripadvisor.com/Restaurant_Review-g48572-d902551-Reviews-Villa_Italia-Schenectady_New_York.html">https://www.tripadvisor.com/Restaurant_Review-g48572-d902551-Reviews-Villa_Italia-Schenectady_New_York.html</a>	
<b>Promotion</b>	Products sold at other restaurants under same ownership Hire numerous local students to encourage younger customers Involved in/support community	
<b>Strengths</b>	<ul style="list-style-type: none"> <li>Well established</li> <li>Strong Reputation</li> <li>Great Location</li> </ul>	<b>Weaknesses</b>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>Owners are wealthy</li> <li>Large family for working in and possibly taking over the business</li> </ul>	<b>Threats</b>

Villa Italia is interesting because, despite not being a direct competitor (much more focused on baked goods and catering), they are probably our largest competitor. They are extremely well established and are promoted by all the other restaurants owned by the Mallozzi family. They offer unique products and because of it their prices are a bit higher than an average bakery. Many people visit the bakery the same way they would a coffee shop, despite them having a limited coffee menu. It is because of this that they are such a large competitor for us. One of the biggest attractions of coffee

*shops is going in to sit and relax and many people use Villa Italia for exactly that. They also offer catering and are much more established in this business than we are. However, their prices when it comes to catering and specialty cakes tend to be much more above average and I believe our lower prices and larger coffee menu will allow us to appeal to not only a different group of customers, but a larger one.*

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<https://www.yelp.com/biz/the-happy-cappuccino-schenectady>

<https://www.facebook.com/thehappycappuccino/>

<https://www.yelp.com/biz/ambition-coffee-and-eatery-schenectady-3>

<https://www.facebook.com/ambitionbistro/?rf=153005531389367>

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